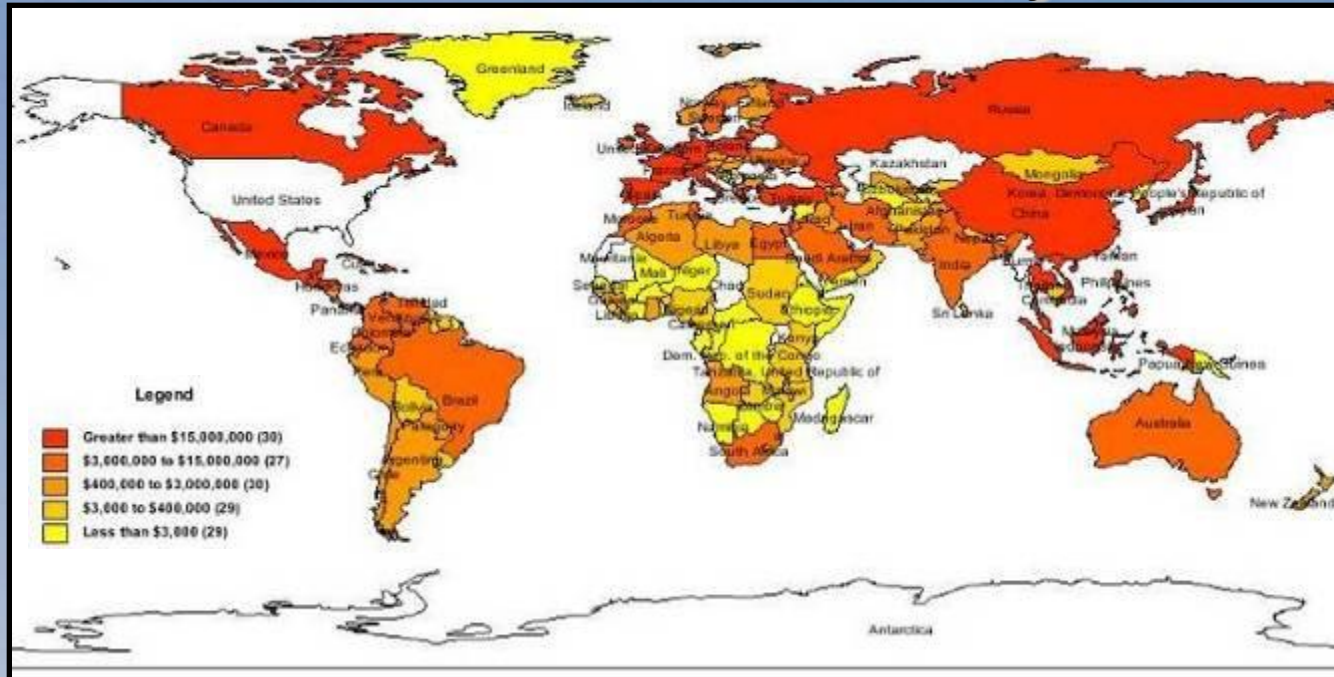


North Carolina Agriculture in the Global Economy



Robert Hosford
International Marketing Officer
NCDA&CS

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North Carolina agriculture exports to 154 countries

NCDA Marketing Division

- Got to Be NC
- Goodness Grows in North Carolina
- North Carolina Farm Fresh
- Market News
- Agri-tourism
- NC Specialty Foods
- Farmers Markets
- Mountain State Fair
- International Marketing

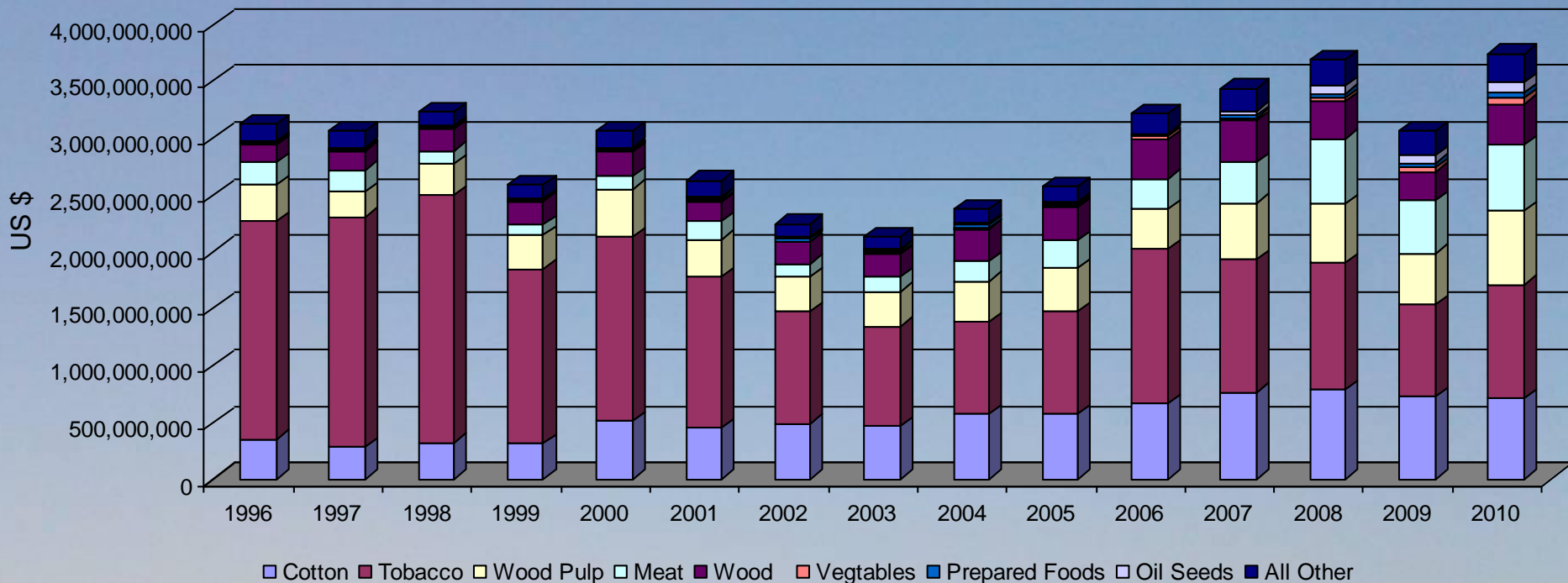
Agriculture Exports by State

NC fluctuates between 9th & 11th largest agriculture export state.



NC Agriculture Exports by Commodity

Since the buyout, tobacco is rebounding. cotton, meat and wood are coming on strong.



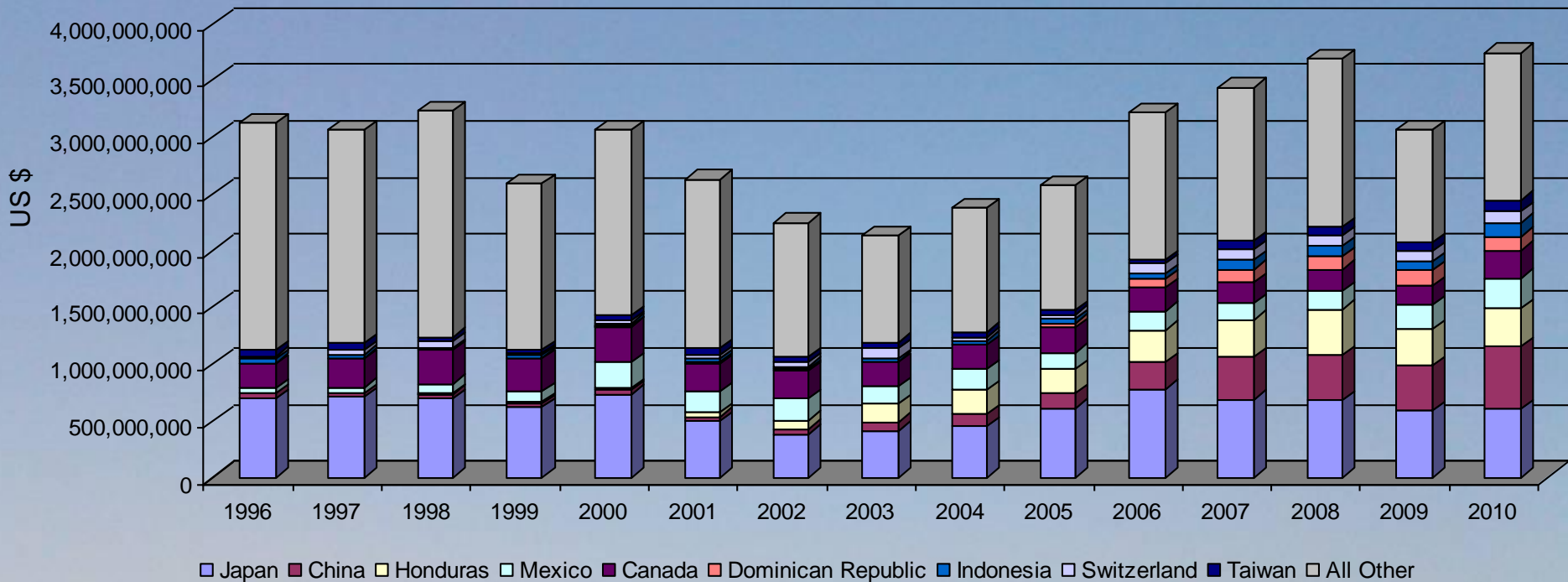
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•2010 agriculture exports are up 22%.

•The biggest major gainers are sweet potatoes, up 44%, tobacco leaf, up 38%, raw cotton, up 35%, lumber, up 32% and poultry, up 18%.

NC Agriculture Export Trend

Japan leads. China and Latin American are growing.

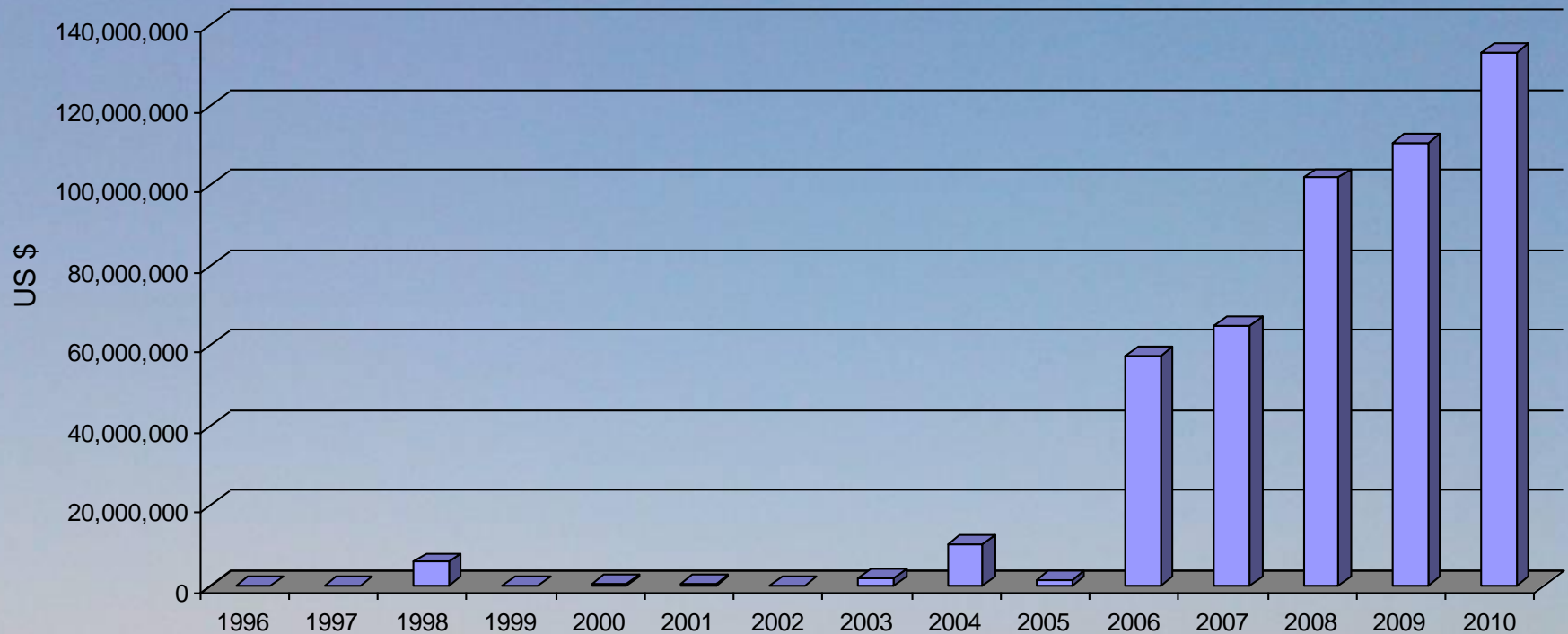


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Exports to Japan are flat, but export to China are up 35%, export to Canada are up 45% and exports to Mexico are up 56%

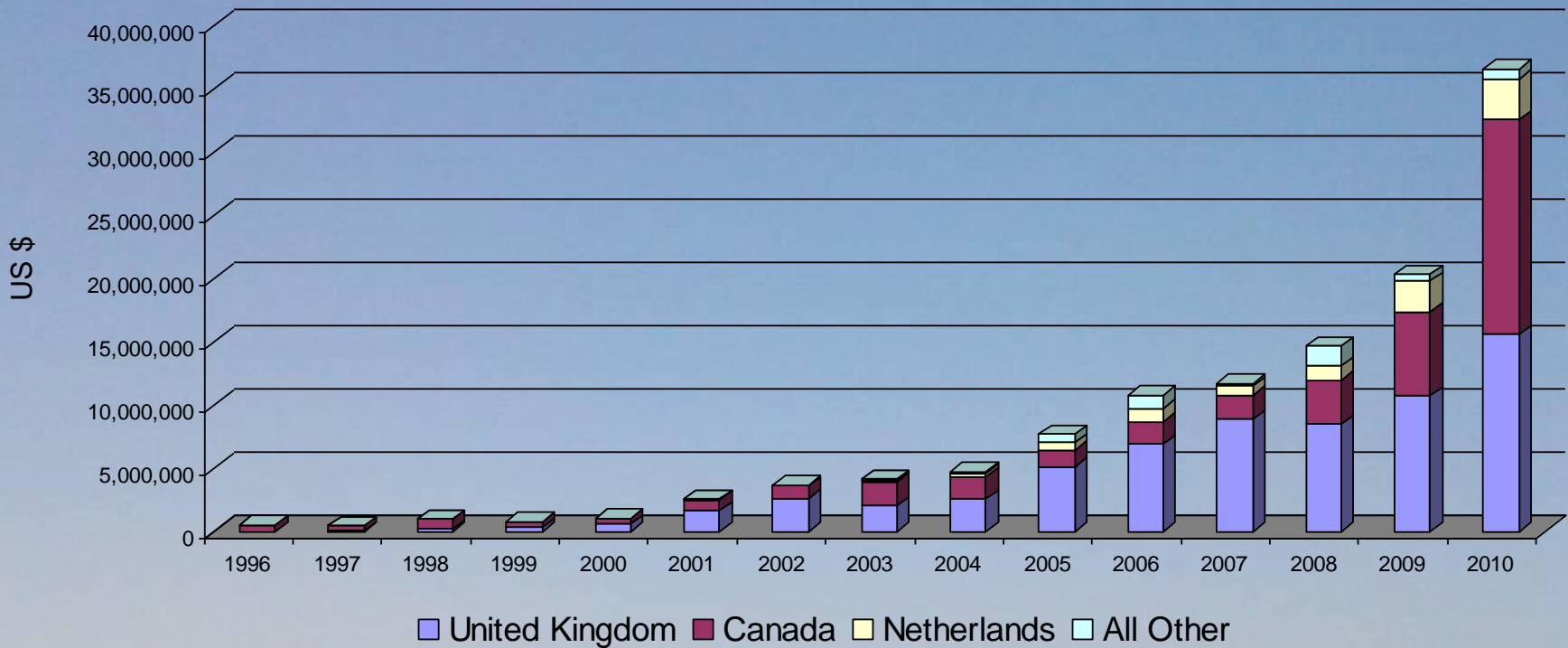
China and NC Tobacco

*There are more smokers in China than people in the US.
As their income increases, they will demand higher quality North Carolina Tobacco.*



NC Sweet Potato Exports

Exports now account for between 10% and 20% of production



Keys to Success

- Industry investment in time
 - NC Culture perfect fit for international markets
- Competitive transportation and port infrastructure
 - Port, Rail & Highway
 - Morehead Port project
- NCDA assistance one company at a time
 - Processed food – Cathy Ma
 - Food Crops and Wine – Kelly McIver
 - Industrial Products – Robert Hosford

According to USDA

- Agricultural exports help boost farm prices and income, while supporting about **24,200 jobs** both on the farm and off the farm in food processing, storage, and transportation.
- Exports are important to North Carolina's agricultural and statewide economy. Measured as exports divided by farm cash receipts, the **State's reliance on agricultural exports was 26 percent** in 2006.

More Info

- According to Biofeuls Digest - Since 1995, to meet increasing meat demand, China is increasing consumption of feed grain by 615 million bushels per year. If the US ethanol industry were to go away overnight, in less than 4 years, China's rising feed grain demand would consume all that was lost in the ethanol industry.
- North Carolina's soybean and small grain growers found a market exporting in containers. Buyers in Asia, primarily Taiwan, paid significantly more than the domestic market (with only one buyer).